

GRAPHIC DESIGNER II

Common Council/City Clerk's Office – Public Information Division

NOTE: The eligible list resulting from this examination may be used to fill similar City of Milwaukee positions.

THE PURPOSE:

- As part of the City Clerk's Office creative public relations team, under the direction of the Public Information Manager, the Graphic Designer II provides a wide variety of high-profile graphics and desktop publishing services, including designing original logos, ads, business stationery, newsletters, brochures, invitations, posters, and marketing pieces as well as developing and editing web pages and providing social media-related services for Common Council members, the City Clerk, and other City agencies as assigned. The person in this position works closely with clients and vendors and uses a host of advanced technologies to see projects through from concept to fruition.

ESSENTIAL FUNCTIONS:

- Perform graphic design services for the Common Council/City Clerk's Office and other City departments and agencies: develop the design, layout, format, and graphics for the visual communications used to connect with constituents via print media, the web, and City Channel 25.
 - Develop identity design packages, including designing logos and mastheads.
 - Create original artwork and maps, produce charts and graphics, and create PowerPoint slideshows.
 - Perform digital photographic work, including capturing images of the city and events using a digital camera, scanning and digitally editing photos, managing images, and using images in visual communications.
 - Design marketing collateral, including aldermanic newsletters, brochures, programs, signs, displays, ads, stationery, and direct mail pieces.
 - Coordinate with vendors on a variety of media, including web banner ads, digital billboards, newspaper and print ads, bus shelter ads, and special promotions.
- Develop, design, and maintain Internet websites for City Clerk's Office/Common Council and other City agencies from initial concept through completion using Content Management System (CMS) and HTML, consistent with the City of Milwaukee's website style standards and coordinated with related identity packages and printed materials.
- Support public relations functions, events, and promotions, including designing visual communications (logos, graphics, brochures, posters, nametags, table tents, invitations, tickets, and flyers) and assisting with planning and coordinating events.
- Use social media for the promotion of events and services, including creating specialized graphics and incorporating Twitter feeds, Facebook widgets, and the Google Calendar application into web pages.
- Design professional stationery products and related media, such as letterhead, envelopes, postcards, business cards, news release templates, City seal invitations, the official Common Council calendar, phone lists, and meeting-related items.
- Prepare and handle the mass mailings of aldermanic newsletters and postcards, including maintaining mailing lists for each aldermanic district and uploading address files to outside printers, mail fulfillment vendors, and the US Post Office.
- Work closely with vendors for print and production outsourcing services, such as the ordering, scheduling, bidding, and specifications of printed jobs large and small.
- Oversee the production and selection of art, gifts, and recognition items for the Common Council.
- Ensure that computer resources are sufficient to maintain a high level of graphic design and desktop publishing services.
 - Maintain in-depth knowledge of production techniques and tools.
 - Maintain a CD library of print, web, and photo files.

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- Provide official seals and logos, maps, graphics, aldermanic headshots, and photos as requested by various media outlets, agencies, and other City departments.

Reasonable accommodations requested by qualified individuals with disabilities will be made in accordance with the Americans with Disabilities Act (ADA) of 1990.

MINIMUM REQUIREMENTS:

1. Bachelor's degree in graphic design, graphic arts, commercial art, or a related field from an accredited college or university, and
2. Two years of experience performing professional graphic design work related to the essential duties outlined above.
 - *Equivalent combinations of education and experience may be considered. For example, an Associate's Degree in any of the above fields and four years of professional experience closely related to the essential functions above may be considered.*

IMPORTANT NOTE!

Along with the required application, applicants must submit the following:

1. **A digital portfolio of exactly ten images of recent work in PDF format on CD or DVD.**
**NOT ACCEPTABLE: Providing a link to a website, submitting more than ten images, or providing a portfolio in hard copy format.*
 2. **College transcripts.** *College transcripts may be either attached to the application, sent to staffinginfo@milwaukee.gov, or sent to Box GD II, Department of Employee Relations, City of Milwaukee, 200 E Wells St, Room 706, Milwaukee, WI 53202.*
- *Digital portfolios and transcripts must be received within three business days after the application period closes.*
 - *Only applications with digital portfolios and transcripts will be considered; applications without them will be rejected.*

KNOWLEDGE, SKILLS, ABILITIES AND OTHER CHARACTERISTICS:

- Knowledge of graphic arts and design principles.
- Knowledge of marketing and promotion practices.
- Ability to identify effective design, layout, and formatting of visual communications.
- Ability to develop creative, imaginative, and original ideas.
- Skill in the planning, layout, graphic design, and production of printed materials.
- Skill in the planning, layout, graphic design, creation, and maintenance of web sites using Content Management System (CMS) and HTML.
- Knowledge of and skill in the operation of desktop workstations:
 - Ability to use Adobe Acrobat, Illustrator, InDesign, and Photoshop.
 - Ability to effectively use various digital image formats (i.e., eps, jpg, tiff, gif, and pdf).
 - Ability to use Microsoft PowerPoint and Adobe Flash Player to create electronic presentations for educational, public service, and outreach purposes.
 - Knowledge of and ability to use Microsoft Word, the Internet, and other standard programs.
- Skill in using a range of job-related tools, such as digital cameras, scanners, and large printers.
- Ability to read work-related documents, such as government regulations, manuals, and periodicals.
- Oral communication skills as well as the ability to communicate effectively in writing, including basic copywriting and editing.

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- Interpersonal skills: ability to work effectively with both internal and external customers, regardless of level and background.
- Customer service skills: ability to collaborate with clients to assess their needs and fulfill their vision.
- Ability to solve problems and use good judgment.
- Organizational and cataloguing skills as well as attention to detail.
- Ability to successfully manage multiple concurrent projects, meet strict deadlines, and handle changing priorities.
- Ability to remain calm under pressure.
- Ability to maintain confidentiality.
- Willingness to stay abreast of leading edge technologies and practices in graphic design.

SALARY: The current starting salary (PG 2BN) is as follows:

- **City of Milwaukee residents:** \$43,300 annually.
- **Non-resident starting salary:** \$42,660 annually.

THE SELECTION PROCESS will be job related and will consist of one or more of the following: education and experience evaluation; written, oral, or performance tests; or other assessment methods. The Department of Employee Relations reserves the right to call only the most qualified candidates to oral and performance examinations. Oral examinations may include written exercises. Selection process component weights will be determined by further analysis of the job.

The examination will be held as soon as practical after **April 23, 2014**. Receipt of applications may be discontinued at any time after this date without prior notice, however, recruitment may continue until the needs of the City have been met. Qualified applicants will be notified of the date, time and place of the examination. Unless otherwise required by law, the City of Milwaukee will not provide alternative test administration. The applicant is responsible for attending all phases of the job selection process at the time and place designated by the City of Milwaukee.

- **NOTE:** *The City's residency requirement set forth in City Charter 5-02 is under litigation. If you have questions regarding your individual circumstances as part of the application and/or selection process please contact 414.286.3751.*

APPLICATIONS and further information may be obtained in person or by mail from City of Milwaukee Department of Employee Relations, City Hall, 200 E Wells St, Room 706, Milwaukee, WI 53202-3554, online via www.milwaukee.gov/der, or by calling 414.286.3751.

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